

**FIRST 5 CALIFORNIA
CHILDREN AND FAMILIES COMMISSION**

March 15, 2007

**Mission Inn
3649 Mission Inn Avenue
Riverside, CA 92501**

MINUTES

Agenda Item 1 – Call to Order

Chair Ramirez called the meeting to order at 9:05 a.m.

Commissioners Present: Hector Ramirez, Chair
Don Attore
David Kears
Louis Vismara

Ex Officio Members Absent: Scott Himmelstein
Joe Munso

Chair Hector Ramirez announced that useful information will be provided in several of the agenda items that will aid in discussions to set First 5 California's program and fiscal priorities.

The commission will proceed on with the next steps of its strategic planning process. Dr. Alan Glassman, the commission's contractor who is leading us through the process to develop a strategic plan, will continue to lead the commission through this process.

Former Commissioner Alice Walker Duff will be honored for her outstanding contributions to First 5 California.

Harry Freedman, Executive Director of First 5 Riverside County will tell us about the great programs happening in his county and region.

PUBLIC COMMENT: None.

Agenda Item 2 – Host Region Welcome

Harry Freedman, Executive Director of First 5 Riverside County, described organizational changes and administrative improvements within his commission, which included a comprehensive Early Care and Education Initiative.

Commissioners took interest in how First 5 Riverside is leveraging funds from other sources, working with local governments to address the facilities need, such as the adoption of an impact fee in Palm Desert, and work with the private sector to raise capital.

PUBLIC COMMENT: None.

Agenda Item 3 – Executive Director’s Report

Executive Director Kris Perry provided an update and reported on the following issues:

Program and Technical Assistance

Ms. Perry announced that the redesigned Kit for New Parents in English is ready for distribution. The new Kit contains upgraded materials and the conversion of VHS tapes into DVDs. The Kit will be unveiled as part of a multi-pronged media strategy that positions it as a must-have free resource for all new and expecting parents.

The CARES program has invested more than \$157 million by First 5 state and county commissions. First 5 California is reviewing the CARES Summary Progress Report, which shows that the number of stipends provided to early learning staff for education and retention in the field and at the work site is up to over 68,000 since 2000. More highlights will be presented at the May commission meeting. First 5 California’s Training and Technical Assistance Project will hold its annual First 5 CARES Conference on March 21-23 in Sacramento to support CARES counties.

Research and Evaluation

Ms. Perry reported that First 5 California is working on a series of requests for proposals to secure new statewide evaluation contractors. Until that process is completed, commission staff will be overseeing the evaluation.

First 5 staff are providing technical assistance to counties using the PEDS database and hosting the Statewide Evaluation Web site.

The Health and Human Services Agency Institutional Review Board has approved First 5 California’s process for collecting confidential data from individuals for the statewide evaluation.

First 5 staff are working collaboratively with the Evaluation Framework Workgroup to answer questions on a wide range of issues from counties about the statewide evaluation. Frequently Asked Questions are posted on our Web site and will be updated as needed. The Workgroup will meet again in May to discuss the evaluation transition, consent forms, preconference institute planning and communications with county commissions.

Legislation and Advocacy

Ms. Perry met with several legislators to get key influencers and constituents up-to-speed on First 5 and its programs. Many members were familiar with First 5 programs and the great work being done in their districts, thanks to county commission efforts. Meetings have been scheduled with other legislators and will take place over the next several weeks.

First 5 staff are working on numerous legislative bills that fit within the state commission’s legislative priority criteria. Key issues include health care reform and universal preschool.

There are two bills, introduced by Senator Cox, that are of significant concern for First 5 California. SB 688 would restrict the use of Proposition 10 funds for media use. SB 893 would amend Proposition 10 so that funds could be used only for children’s health care, instead of the comprehensive range of services currently provided by First 5 California.

First 5 staff is closely tracking the legislation and monitoring for new developments. Thus far, these bills have gained almost no media attention or traction.

It is important for state and county commissions to continue educating the public and lawmakers on how First 5 fulfills its mandate from the voters by funding a wide array of programs that meet the needs of a very diverse population of young children. “It’s All About the Kids Day” provides an opportunity for county commissions to explain to legislative representatives how diverting Proposition 10 funds would compromise our comprehensive programs.

Assemblymember Gene Mullin has introduced two measures that would benefit preschool efforts in the state. AB 1080 would set the parameters for distributing funds for preschool and family literacy, if the programs established by Assemblymember Chan’s AB 172 last year are funded in next year’s budget. AB 1236 moves up the fifth birthday deadline for kindergarten enrollment and would establish a Kindergarten Readiness Program.

County and State Partnership

Ms. Perry reported First 5 Siskiyou partnered with the Siskiyou County Dental Task Force and the Siskiyou Health Partnership to provide dental health screenings to 20 expectant mothers and preschool children at their February 8 event in Mt. Shasta and Weed.

First 5 California helped announce First 5 Sacramento’s decision to fund four priority areas aimed at the healthy development of children, such as the Public Health Institute’s Community Connectedness Initiative and numerous breast feeding-related initiatives.

In February, 12 County Commissions helped spread the word about their oral health initiatives by taking advantage of our English and Spanish-language monthly materials. The materials were strategically designed to help educate their communities on the importance of proper oral health during Oral Health Month.

Media and Communications

Ms. Perry reminded commissioners that First 5 California decided in November to terminate the Statewide Partnership program in part due to increased administrative reporting requirements on prospective community based organizations and a subsequent reduction in the number of organizations that could carry out the project statewide without advance payments.

Approximately \$9 million originally earmarked for the program, which sought to conduct public education and outreach for parents and caregivers, has been redirected to the First 5 California media account. Recommendations for the use of these funds for a similar purpose can be identified as part of our strategic planning process.

First 5 California’s van teamed with the Orange County Children and Families Commission and Elmo and Bert for Elmo’s 1K Walk and Health Monster Games. More than 1,000 parents and children were reached directly and the event generated some press attention.

The “Hands-on-Health” van has also traveled to major events in San Francisco and Sonoma counties. The tour will make two stops in Sacramento this spring, including participation in Kids’ Day at the Capitol on April 19.

California was one of only six states to earn an "A" in the Childhood Obesity Report Card issued on January 30 by the University of Baltimore Obesity Initiative. First 5 California reached out to the general market and Spanish-language media to tell its story of how First 5's groundbreaking childhood obesity prevention campaign helped earn California this stellar grade.

Ms. Perry conducted an interview with KJWL-FM radio on January 31 to discuss First 5 California's response to the Senate Republican Caucus' health care proposal. The interview provided an excellent opportunity to explain how First 5 fulfills its mandate from the voters.

Last month an opportunity to earn positive media coverage materialized when the Advancement Project released a new study on the lack of classroom space for preschool programs across the state.

In response to the study and subsequent media reports, First 5 California submitted a letter to the editor that was published in *The Oakland Tribune* to highlight First 5 state and county commissions' nearly \$1 billion investment to increase access to quality preschool programs across California. First 5 California also worked with First 5 LA and LAUP to develop an Op-ed for the *L.A. Times* addressing the shortage of preschool space in L.A. County.

A new national study ranked California as one of the weakest states in the nation when it comes to regulating child-care centers. First 5 state and county commissions issued a statement addressing this serious issue by investing in programs like CARES.

First 5 announced the launch of the first-ever childhood obesity prevention campaign aimed at the Asian and Pacific Islander American (APIA) populations in California.

First 5 California's partnership with the Leading Ladies from African American churches is going great!

The media's response has been positive. Ms. Perry thanked First 5 Commissions in San Bernardino, L.A., Alameda, San Diego, San Francisco, Contra Costa, Sacramento and Riverside for helping make this program a success.

First 5 California recently helped Univision produce a segment for the Los Angeles morning show *Primera Edición* highlighting child behavioral issues, which generated 3 million statewide media impressions. The media outreach conducted around the release of the Evaluation of the First 5 California Children of Migrant Farm Workers Project garnered 50,545 media impressions statewide in Spanish-language print publications.

First 5 California is adapting into Spanish the "For the Kids" DVD that was viewed at the January commission meeting. Ms. Perry thanked everyone for the recommendations on how to best distribute the DVD to local television networks and First 5 is currently devising a distribution strategy for the DVD.

PUBLIC COMMENT: None.

Agenda Item 4 – First 5 Association of California Report

Sherry Novick, Executive Director (ED), First 5 Association of California, provided an update on Association activities and the following highlights from the March 14 Association meeting:

- Counties have integrated distribution of the Kit for New Parents into local outreach and education activities.
- The statewide ad campaign linked well with many commissions getting involved in nutrition and obesity prevention. County commissions provided information from which the Association can develop recommendations for 0-5 nutrition and obesity prevention.
- Elmo of Sesame Street visited the Association meeting. He appeared at the Discovery Science Center in Santa Ana in a Healthy Habits exhibit funded by the Orange County Children and Families Commission.
- The Association launched its Health Learning Exchange. Approximately 15 counties will meet over the coming year to discuss efforts to ensure kids' health care needs are met.
- The Early Mental Health project will meet May 4. Counties will partner with the California Endowment to begin a statewide planning effort to develop a system of care for young children resulting in policy recommendations that will be of benefit statewide.
- County commissions will participate in All About the Kids Day on March 21 to meet with legislative offices to share what is going on at the local level. They will also be discussing bills that could impact commissions or services provided to children.
- Regions will meet with the State Commission's strategic planning facilitators to participate in the process.

PUBLIC COMMENT: None.

Agenda Item 5 – Funding Authorization

5a. Kit for New Parents

The commission considered approval for funding up to \$175,000 to finalize the Kit for New Parents (Kit) in four Asian languages. The commission previously approved the adaptation of the Kit, which expired in December 2006. Based on input from focus groups, the scope of work was expanded. Two components, a book and video, could not be completed within the original authorized budget. Upon approval of the funding, staff will utilize a leveraged procurement process to secure contractors to finalize the last two components of the Kit.

Commissioner Vismara stated that the Kit does not sufficiently address special needs and mentioned simple parent screening tools that could be included. Ms. Perry noted that the commission could identify tools developed by other state agencies that could be included in the future.

Commissioner Kears questioned the use of specific screening tools for special needs because so many different tools exist. He suggested state and counties work together with other departments to agree upon a single screening tool.

PUBLIC COMMENT: None.

ACTION: Commissioner Attore moved to authorize funding at the requested levels for completion of the Kit for New Parents. The motion was seconded by Commissioner Vismara and approved by a unanimous vote of the members present.

5b. Affordable Buildings for Child Development (ABCD) Initiative

The commission considered contributing up to \$3 million over approximately three years to continue funding the ABCD Initiative, which trains child care providers and intermediaries on the process of constructing and refurbishing child care and preschool facilities. The project met all of its goals during the first 3 years by creating 1,691 new spaces with 8,345 more currently under development.

Commissioner Attore recommended that there be a future opportunity to amend the project and request additional funds to focus and build capacity in fast growing counties, like Sacramento and Riverside.

PUBLIC COMMENT: None.

ACTION: Commissioner Attore moved to authorize funding at the requested levels for continued funding of the Affordable Buildings for Child Development (ABCD) Initiative. The motion was seconded by Vice Chair Kears and approved by a unanimous vote of the members present.

5c. Migrant Education Even Start (MEES) Expansion Project

The commission considered approval of a one-year contract, from July 1, 2007 through June 30, 2008, in the amount of \$1.85 million, with the Butte County Office of Education to continue the MEES component of the First 5 California Children of Farm Workers Project, which provides family literacy services to migrant and seasonal farm worker families. Funds that were originally approved by First 5 in 2003 allowed MEES to expand existing programs to reach more families.

Commissioner Attore stated how he favors further expansion of MEES as it is an organization involved in best practices with local capacity to expand and serve more families.

Commissioner Vismara said he hopes to target future MEES funding to screening and assistance for children with disabilities and other special needs.

Vice Chair Kears said this is relevant to the strategic planning process through which the commission will prioritize its focus.

PUBLIC COMMENT: None.

ACTION: Commissioner Attore moved to authorize funding at the requested levels for continued funding of the MEES Expansion Project. The motion was seconded by Commissioner Vismara and approved by a unanimous vote of the members present.

5d. Senate Rules

First 5 California requested approval to extend an interagency agreement with the Senate Rules Committee for part-time staff resources at the Staff Services Analyst level.

This is the final extension of the maximum length of this four year interagency agreement. The position is filled by staff who originally served as an Executive Fellow and who provides analytical support in the areas of Power of Preschool and Special Needs demonstration projects. The term of this extension is through August 15, 2008, and the amount is not to exceed \$38,250.

PUBLIC COMMENT: None.

ACTION: Commissioner Attore moved to approve the extended interagency agreement with the Senate Rules Committee for part-time staff resources at the Staff Services Analyst level at the requested levels of funding. The motion was seconded by Commissioner Vismara and approved by a unanimous vote of the members present.

5e. Auriga Contract

The commission requested approval to amend Purchase Order CFF 4402 with Auriga, Inc. to increase current funding authority by \$124,420 and to extend the end date of the agreement from May 21, 2007, through June 30, 2007. Funds will be used to provide ongoing information technology (IT) support needed to strengthen the security and integrity of First 5 California's IT systems in response to Bureau of State Audit findings.

PUBLIC COMMENT: None.

ACTION: Commissioner Attore moved to amend the Auriga Contract at the requested levels of funding. The motion was seconded by Commissioner Vismara and approved by a unanimous vote of the members present.

5f. State Library Services

The commission considered approval of up to \$550,000 for an interagency agreement for July 1, 2007 through June 30, 2010, with the California State Library to maintain and expand the "Studies in the News" listserv, which will be expanded to include information on School Readiness programs.

PUBLIC COMMENT: None.

ACTION: Vice Chair Kears moved to approve State Library Services at the requested levels of funding. The motion was seconded by Commissioner Attore and approved by a unanimous vote of the members present.

Agenda Item 6 – Consent Calendar

The commission considered approval of the consent agenda items:

- The January 25-26, 2006, Commission Meeting Minutes
- Contract ratifications and amendments to the following contracts: 6928-A2, 7000-A2, 7015-A1, 7018-A2, 7040, 7051, 7055, 7058, 7059, 7060, 7061, 7062, 7063, 7064, 7065
- Purchase Orders 4402-A1, 4454, 4455, 4456, 4457, 4458, 4459, 4460, 4461, 4462, 4463, 4464, 4465, 4466, and 4467.

ACTION: Commissioner Vismara moved that the commission approve the consent calendar. The motion was seconded by Commissioner Attore and was approved by a unanimous vote of the members present.

Agenda Item 7 – Authorize Release of Next Advertising Request for Proposals (RFP)

First 5 California Communications Director Elisa Bupara presented Item 7 requesting authorization to release a \$70 million, three-year advertising Request for Proposal. Ms. Bupara also requested approval to extend for time only the current media contract with GMMB in order to ensure continuation of the 1-800 telephone number. The current contract for advertising services with GMMB expires June 30, 2007.

Ms. Bupara explained the First 5 California mandate to dedicate six percent of Proposition 10 revenues to the media account for public education and outreach efforts. As part of her presentation, she shared a DVD of First 5 California's advertising campaigns covering such topics as parenting, tobacco cessation, preschool, and childhood obesity prevention.

Comments by the various Commissioners regarding this item included:

Commissioner Attore – It is important for us to explore diverse and creative ways to reach Californians beyond traditional media, including the Internet.

Commissioner Kears – We should strive to ensure our messages target key audiences.

Commissioner Vismara – Expressed his opposition to the request. He asked that the commissioners be given a greater opportunity to discuss and deliberate on the item. Commissioner Vismara also stated he felt the funds might be better spent in other ways to achieve our strategic objectives.

Staff recommended the commission authorize the release of a new advertising RFP for up to \$70 million for three years to secure an advertising contractor and to minimize the disruption in the Kit for New Parents.

PUBLIC COMMENT: None.

ACTION: Vice Chair Kears moved that the commission authorize the release of a new advertising RFP for up to \$70 million for three years to secure an advertising contractor and to minimize the disruption in the Kit for New Parents. The motion was seconded by Commissioner Attore. A roll call vote was called: Chair Ramirez voted yes; Vice Chair Kears voted yes; Commissioner Attore voted yes; and Commissioner Vismara voted no. As this item did not receive a minimum of four yes votes, the Commission did not approve the release of the next advertising request for proposals.

In light of this, Vice Chair Kears separately moved to extend the contract for one year in order to continue operating the 800 line only. The motion was seconded by Commissioner Vismara and was approved by a unanimous vote of the members present.

Agenda Item 8 – Approval of Conference Sponsorship Concept

Jerri Dale, Chief Deputy Director, requested the commission set aside \$150,000 to be distributed as co-sponsorship funding to entities that request and meet established criteria. This request includes the establishment of a written policy with specific criteria supporting First 5 California programs to ensure fair and equitable distribution of funding.

PUBLIC COMMENT: None.

ACTION: Vice Chair Kears moved that the commission set aside \$150,000 annually to be distributed as First 5 California co-sponsorship funding to entities that request and meet established criteria. The motion was seconded by Commissioner Attore and was approved by a unanimous vote of the members present.

Agenda Item 9 – Legislative Update and Approval of Bill Positions

Tina Chiginsky, Chief of Legislative and Governmental Affairs, reported that a total of 2,892 bills have been introduced and First 5 California is tracking 138 of those bills. Staff has been very busy reviewing and analyzing several pieces of legislation that will be brought to the legislative subcommittee, which include the following:

AB 1236 (Mullin) would revise the age of admission to kindergarten, make kindergarten attendance compulsory and establish a Kindergarten Readiness Program. The program would be administered by the Superintendent of Public Instruction and taught by a teacher who holds a credential.

AB 683 (Runner) would also change the kindergarten entry age, but does not specify what would happen to children who have to wait another year to begin school.

First 5 California requested the commission to take positions on the following bills:

- AB 1080 (Mullin) would continue the preschool program established by AB 172 (Chan) last year, in the event that \$45 million is appropriated in the fiscal year (FY) 2007-08 budget and awarded through a competitive bid process after January 1, 2008, for this purpose. It would allocate funds to the most needy communities (API 1-3).

PUBLIC COMMENT: None.

ACTION: Vice Chair Kears moved that the commission SUPPORT Assembly Bill 1080 (Mullin) as introduced on February 23, 2007. The motion was seconded by Commissioner Vismara and was approved by a unanimous vote of the members present.

- SB 688 (Cox) would prohibit the use of state commission funds on communications advocating or promoting programs or activities that are not expressly authorized in statute.

PUBLIC COMMENT: None.

ACTION: Vice Chair Kears moved that the commission OPPOSE Senate Bill 688 (Cox) as introduced on February 23, 2007. The motion was seconded by

Commissioner Attore and was approved by a unanimous vote of the members present.

- SB 893 (Cox) would eliminate the allocations to various county and state commission accounts received pursuant to Proposition 10 (California Children and Families Act) and would instead allocate all funding to CCFC for the purpose of providing health care services to children.

PUBLIC COMMENT: None.

ACTION: Commissioner Vismara moved that the commission OPPOSE Senate Bill 893 (Cox) as introduced on February 23, 2007. The motion was seconded by Commissioner Attore and was approved by a unanimous vote of the members present.

Agenda Item 10 – First 5 California Organization Development Update

Jerri Dale, Chief Deputy Director announced the new hires of Chief Counsel Kim Gauthier; Office Technicians Jaro Pales and Jenna Mann; Research Program Specialists Millie Garcia and Cindy Hobart; Health Program Specialist Geanne Lyons and Student Assistant Inez Stetson.

Ms. Dale congratulated Mary Anne Reihl-Campos and Carmen Padilla who were both promoted to Child Development Consultants and Julia Rodden who was promoted to Office Technician.

First 5 California is in the process of filling the following vacancies:

- Deputy Director, Research and Evaluation
- Associate Programmer
- Assistant Information Systems Analyst
- Contract Analyst
- Budget Analyst
- Child Development Consultant

Ms. Dale announced the departure of Judy Stucki, Education Program Consultant, and wished her well with her new position at the California Department of Education.

Staff continues to participate in procurement and contract training, which will be completed in June of this year. Staff is also taking classes in Excel and Access programs to facilitate process improvements.

All contracts are undergoing review and amendment as time permits. All newly authorized funding requests are in process.

PUBLIC COMMENT: None.

Agenda Item 11 – Program Management Division Reorganization

Yvette Rowlette reported on the reorganization of the Program Management Division.

Consultants have been assigned specific counties as a point of contact. The consultants will assist their assigned counties with every state program. This prevents counties from calling numerous staff to obtain information.

PUBLIC COMMENT: None.

Agenda Item 12 – RAND Study on Early Identification of Children with Special Needs

Tina Fitzgerald, acting Director of Evaluation and Research, presented the findings from a research report prepared by RAND Corporation entitled *Factors Associated with the Early Identification of Children with Special Needs in California*, which found that girls are less likely to be identified early than boys, African American children are less likely to be identified early than children in other racial/ethnic groups, English learners are less likely to be identified early than non-English learners, and children in small or rural districts are less likely to be identified early than children in large or urban districts. Also, the timing of identification of disabilities varied depending on the disability. Speech and language impairment and autism tend to be diagnosed by age three, specific learning disability tends to be diagnosed after kindergarten entry, and emotional disturbance tends to be diagnosed during adolescence.

The report reviewed prior research, which indicates that children with disabilities derive substantial benefits from early identification. It provided RAND's methodology and data used for the study, and detailed descriptive analysis of demographic patterns in early identification of children with special needs prior to kindergarten entry, compared to those identified after kindergarten entry. The purpose of the study was to determine what types of special needs go undiagnosed among children age 0-5. It was noted that data does not allow for a definitive exploration of the causes and concluded with a discussion of policy implications, recommendations, and an approach to developing policy agenda.

PUBLIC COMMENT: Deborah Gossell, Commissioner from First 5 Solano County and special needs preschool teacher, shared her experience working with children with speech and language needs. She encouraged the commission to take greater action in addressing the disparities in identification and services.

Agenda Item 13 – First 5 California Fiscal Report

Terry Miller, Director of Administrative Services, presented a report showing the Proposition 10 funding structure, actual and projected revenues beginning with Fiscal Year (FY) 1998-99 through FY 2011-12, and a three- and five-year spending plan. Ms. Miller highlighted the following related to these reports:

- Use, enforcement, Proposition 99/breast cancer backfills, Board of Equalization administrative and retailer adjustments contribute to the changes and shifts in cigarette tax revenues available for disbursement to the First 5 California and the county commissions. First 5 California is working with the Department of Finance and Board of Equalization to monitor the projected increased revenues related to enforcement and licensing collection efforts.
- In FY 2007-08, First 5 California will validate the fiscal forecasting model and develop updated revenue projections, noting that the current revenue projections do not include the changes anticipated in enforcement and licensing.

- Carry-over funds will diminish from \$234.7 million in FY 2006-07 to \$151.4 million beginning with FY 2008-09.
- Existing initiatives in FY 2008-09 will require \$138.17 million, but new revenues are projected to be only \$106.5 million.
- The decline in both carry-over and new revenues will result in a drop of uncommitted funds from \$193.5 million in FY 2006-07 to \$119.8 million in FY 2008-09.
- A number of initiatives will end in fiscal year 2009-10, resulting in an upsurge of uncommitted carry-over funds that will provide funding for the decisions the commission will make through the new strategic planning process.

Commissioner Attore asked for a fiscal picture that incorporates county commission committed and uncommitted funds, including a net ending balance at year end. Commissioner Vismara requested that the data be aggregated by small, medium and large counties.

PUBLIC COMMENT: None.

Agenda Item 14 – Recognition of former Commissioner Alice Walker Duff

Former Commissioner and Vice Chair Alice Walker Duff was honored for her service to the commission and for her contribution and steadfast commitment to eliminate the disparities in opportunities and outcomes for disadvantaged children.

Closed Session Agenda Item 15 – Discussion and Action on Personnel Matters

Closed Session Agenda Item 16 – Pending Litigation

Agenda Item 17 – Develop Strategic Plan for FY 2006-07 through 2011-12

Planning facilitators Alan Glassman and Morley Winograd presented a sample mission statement taken from the commission's January planning session. The commission discussed goal statements and will conduct a strategic planning workshop at its May 17 meeting in Oakland.

Agenda Item 18 - Adjournment

The Commission adjourned the meeting at 3:20 p.m. The next scheduled commission meeting is May 17, 2007, in Oakland.